



## *PCI | HealthDev Announces New COO*

### **FOR IMMEDIATE RELEASE**

July 22, 2015, Dallas, TX – PCI | HealthDev® (“HealthDev”)/ the Company), a leader in medical real estate development and investment solutions, is pleased to announce the promotion of Jeff Kroll to Chief Operating Officer (COO). Jeff joined HealthDev in 2012 and previously was Senior Vice President, Business Development and Asset Financing, for the Company. Jeff will continue to be based in HealthDev’s Denver office.

As COO, Jeff will be responsible for optimizing the cross-functional operations and performance of various departments within HealthDev, as well as spearheading the Company’s interactions with its clients. Jeff will directly oversee HealthDev’s Real Estate Development, Compliance and Operations, Legal, and Business Development departments.

Jeff has more than 15 years of experience in real estate development and finance, and has performed a wide variety of activities related to acquisitions, development, asset management and dispositions in real estate. Prior to joining HealthDev, Jeff served as Vice President of Real Estate for Frontier Renewal, an urban-infill real estate company focused on redeveloping environmentally impaired properties for commercial and residential uses. Holding a Bachelor of Arts degree in Broadcast Journalism from the University of Colorado, and an MBA specializing in Real Estate Investment and Finance from the University of Denver, Jeff is an active member of numerous commercial real estate and healthcare professional organizations. Jeff is known for his ability to develop and foster trustworthy and long-lasting relationships with clients and translate their strategic and financial goals into effective real estate solutions.

“Our rigorous standards for medical development, scalability, project transparency and compliance already set us apart from our competitors,” said Pedro Juan Vergne-Morell, CEO of HealthDev. “Jeff has proven himself to be a leader with unique expertise and talent. With the expansion of Jeff’s role, HealthDev is positioned for unprecedented growth in the development of new medical facilities while further deepening our already strong provider and physician relationships. We’re very happy that Jeff is taking on a greater role within our family.”

The feeling is mutual – “HealthDev has an exceptional team in place and I am excited to help take the company to the next level,” said Jeff. “Our industry-leading capabilities and our ability to customize real estate solutions are the perfect combination for today’s growing and dynamic healthcare industry.”

### **About HealthDev**

Founded in 2007 by Pedro Vergne-Marini, M.D., PCI | HealthDev® is owned and managed in-part by physicians, medical industry and real estate experts who understand the challenges and opportunities that exist today’s economy as well as the strategic and financial impacts created by healthcare reform legislation. HealthDev is committed to providing industry-leading solutions (via NuBuild<sup>SM</sup> and AssetMax<sup>SM</sup>) to healthcare professionals and providers in order to help them achieve their short- and long-term financial and medical real estate needs and goals. HealthDev streamlines and simplifies financing, medical facility development, construction, and ownership and the management of the asset so physicians, hospitals and healthcare providers can focus on what they do best – delivering quality care. In addition to its Dallas headquarters located at 8117 Preston Rd., Suite 400, Dallas, TX 75225, PCI | HealthDev also maintains regional offices at 1225 Seventeenth St., Suite 1750, Denver, CO 80202 and 555 12th Street, Suite 2040 Oakland, CA 94607.



**PCI | HealthDev**  
Medical Real Estate Solutions

For more information on PCI | HealthDev, please visit [www.healthdev.com](http://www.healthdev.com) or contact:

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